



The Organization

American Whitewater is the only national advocate for the preservation and protection of Whitewater Rivers throughout the United States. Founded in 1954, American Whitewater has a rich 60+ year history representing the interests of human-powered recreational river users and using ecological and science-based data to achieve goals within our mission:

American Whitewater's mission is to conserve and restore America's whitewater resources and to enhance opportunities to enjoy them safely.

American Whitewater is a membership organization representing a broad diversity of individual whitewater enthusiasts, river conservationists, and more than 100 local paddling club affiliates across America.

Our success is the direct result of a sustainable model that leverages the skills and expertise of a highly motivated professional staff working closely with “on the ground” volunteers that have local knowledge and passion to protect their home rivers. This volunteer model allows American Whitewater to be the national leader in river stewardship.

Our Values

Whitewater rivers face a range of threats from dams to water withdrawals to access closures. In pursuing our river stewardship goals, we aim to create the greatest possible benefits for whitewater rivers and enthusiasts. Our conservation and restoration work is infused with recreational knowledge and enthusiasm, and our recreation work is driven by a deep conservation ethic. We call this integrated approach to our mission river stewardship and pursue it in three tracks: Protect, Restore, and Enjoy.

PROTECT: To protect rivers, we celebrate public lands, champion Wild and Scenic and other designations, defend rivers from dams and diversions, and advocate for clean water. We treasure wild rivers and celebrate the wildness inherent in all rivers. We believe that free-flowing rivers should stay that way.

RESTORE: To restore rivers, we negotiate new and improved flows at dams and diversions, and work toward dam removals where appropriate. We've proven that rivers are resilient and restoration works: often, just add water.

ENJOY: To help the public enjoy rivers, we defend the right to paddle rivers, secure areas for public access to rivers, share information on rivers, host events, and encourage sustainable use and safety on the water through education. We've found that sustainable access to rivers benefits individuals, communities, and rivers.

Strategies

We achieve success by employing the following strategies that reflect American Whitewater's core competencies as an organization:

- Keep our actions focused on results for whitewater rivers and people's ability to enjoy them
- Work across agencies and communities to achieve tangible results
- Raise awareness of our organization and our stewardship goals through effective communication across all available mediums and by engaging our nonprofit, corporate and government partners
- Engage local communities and affiliate clubs to tell their stories nationally through our powerful regional model for river stewardship
- Further leverage our work leading like-minded coalitions for collective action at both the regional and national levels
- Engage a diverse group of stakeholders from all backgrounds and ages in our river stewardship activities
- Strengthen long-term viability and efficiency by maintaining a diverse revenue stream, a transparent business, and a lean and flexible operating model

Organization Governance

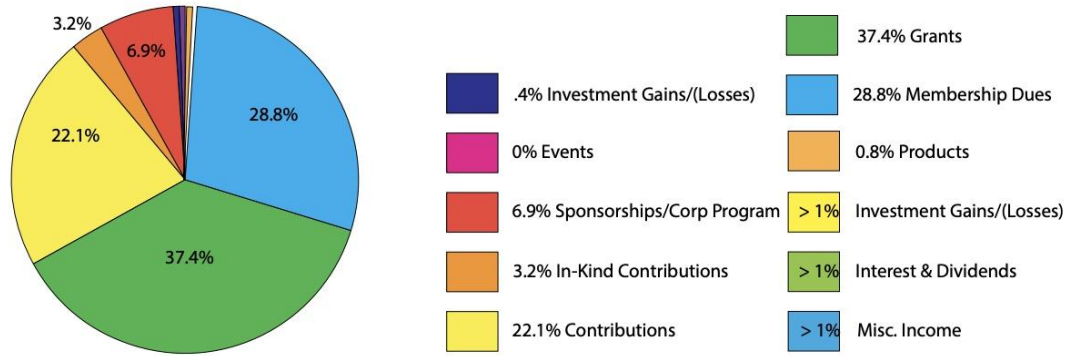
American Whitewater's day to day operations are led and managed by an Executive Director, who reports to the Board of Directors. In addition to the Executive Director we currently have [12 paid staff members](#) including a national stewardship director, regional stewardship directors, and administrative staff.

American Whitewater is a 501(c)(3) nonprofit corporation governed by a 12 member Board of Directors. The Board provides strategic direction, fiduciary oversight and governance of the organization's operations. Directors are elected by the general membership and serve three year terms (maximum of 4 terms). American Whitewater's President, Vice President and other Board Officers are elected by the Board. American Whitewater's Bylaws and Constitution empowers the organization's Board of Directors to provide ongoing governance and leadership.

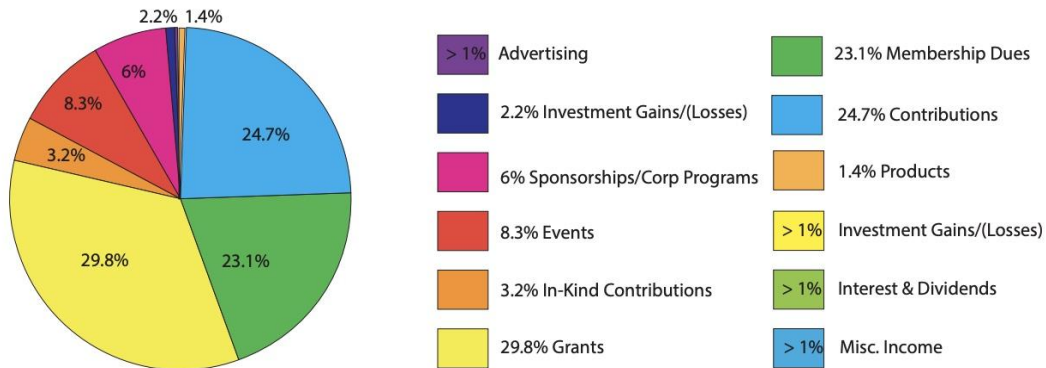
Funding

To finance its projects, American Whitewater seeks memberships, member gifts, corporate and foundation support. In addition, revenue from events, advertising and branded products support stewardship efforts. Individual memberships are crucial to American Whitewater and our goal is to remain an organization of whitewater enthusiasts funded by and ultimately representative of the interests of those to whom the health and enjoyment of our nation's rivers is a priority. Currently American Whitewater receives support from over 6,500 dues paying members and 100 affiliate paddling clubs.

2020 REVENUE SOURCES



2019 REVENUE SOURCES



Note From Staff on Organizational Culture and Opportunities

American Whitewater has a strong team in place and our collective years of experience is unmatched among our organizational peers. A big part of what keeps us all here is the organizational culture. We have all thrived under an organizational leadership style that allows for staff autonomy but encourages a team-based approach. While our staff work in home offices dispersed across the country, we don't work alone; we value opportunities for team building at in-person gatherings including staff retreats, conferences, joint visits with elected officials and agency leadership, and of course river trips. A culture of inclusivity and fostering positive relationships among the team is important to all of us. Our ideal leader is one who continually seeks to find ways to support the staff posing the question, "how can I help you do your job more effectively?" Schedule flexibility is valued, as long as the work gets done, to provide opportunities to experience rivers and connect directly with our membership on the water.

We collectively see opportunities and needs a new Executive Director should address. In the short term these include, but are not limited to, an overview of our benefits package, facilitating more opportunities for peer-to-peer learning and training for new staff, evaluating our IT systems and capacity to facilitate

efficient work among staff who are remotely located, ensuring we have the administrative support we need to be effective, and raising the funds to support these efforts. We believe the organization has an opportunity to improve its reach and relevance beyond our traditional constituency of whitewater kayakers and be recognized as the premiere organization in the country dedicated to protecting upper watersheds. We have an interest in enhancing diversity and inclusiveness within our sport; for those who have been part of our organization, we see an opportunity to maintain a better connection and relevancy to those who may no longer be actively paddling.



AMERICAN WHITewater

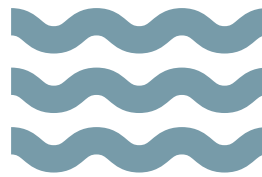
With 12 Staff Our Stewardship Success in 2021

1,259 Public Messages sent to lawmakers

Infrastructure Investment and Jobs Act **10.85 Billion** Dam Removal, River Restoration and Access

25

American Whitewater Expert Testimony Letters



Wild and Scenic Legislation Introduced

1,041 Rivers, 6,485 Miles

25 Meetings with Lawmakers

National Monuments Restored



Public Land Units We're Working to Identify Eligible Wild and Scenic Segments on

11



48

Administratively Protected Rivers

7,035 Public Comments Sent to Land Management Agencies



2 Clean Water Act Victories



6 Whitewater Flow Release Studies

32 Rivers, 624 Miles of Managed Flow Restoration

2 Basic Whitewater Safety Films Released



River Safety Sign Toolkit



1

Dam Removed



3

Campaigns Against New Dams



1 New iOS App Released

2 New River Access Areas



1

Navigability Toolkit **Updated**

1

Guide to Evaluating Access on Public Lands



Applications to Block River Access Denied (NM)



Your support is our fuel!

Membership - 6,900

Supporters - 70,000

Affiliate Clubs - 91

11 Years Running of ★★★★★ Charity Navigator Ratings